

## **FOR IMMEDIATE RELEASE**

### **Contacts:**

Angela Halsey  
Z-Firm LLC  
(206) 568-0720 ext. 101  
E-mail: [angela@zfirmllc.com](mailto:angela@zfirmllc.com)

Tricia Cate  
Z-Firm LLC  
(707) 543-2747 ext. 113  
E-mail: [tricia@zfirmllc.com](mailto:tricia@zfirmllc.com)

### **Z-Firm, LLC Named Winner in The Sixth Annual Users Choice Awards**

**Seattle, Wash** and **Santa Rosa, Calif** — July 6, 2004 Z-Firm, LLC has been named the winner in The Sixth Annual Users Choice Awards, sponsored by CRMAdvocate. The company's product/service ShipRush was entered in the category of Sales Tools.

The Users Choice Awards is the only awards program in which customer relationship management (CRM) products are judged by the end user.

ShipRush is a shipping tool that helps leverage accounting and CRM systems as the center of any mail order or fulfillment business. ShipRush pulls the address from your accounting or CRM system, saves shipping details in history, prints enclosure codes (like the order number) on the shipping label and emails the recipient the tracking information. "ShipRush is parcel processing productivity, and our users agree," said Rafael Zimmeroff, Z-Firm LLC. "This is the third consecutive year ShipRush users have voted ShipRush into this award."

In their sixth year, the Users Choice Awards are the first CRM awards to utilize real end users as the judges to identify the products providing the most value. RealMarket was an original founder of the awards and now serves as the program administrator. "In these days where proving ROI is imperative, there is no greater testimony than this. These winners are obviously doing a number of things well to receive such high praise from their customers" stated Gary Lemke, President of RealMarket.

#### **About Z-Firm, LLC**

Z-Firm, LLC specializes in the development of office automation software. Z-Firm products are designed to work with existing CRM software such as ACT!, Goldmine, MSCRM, SalesLogix and accounting systems. Z-Firm's software is automating the workplace, handling mail-room automation, fax and print merge, literature fulfillment, fax marketing, internet document delivery, ecommerce, shipping, and more.

#### **About CRMAdvocate**

CRMAdvocate ([www.crmadvocate.com](http://www.crmadvocate.com)) represents a group of forward-thinking individuals who, along with their companies, share a commitment to help grow and mature the market through leadership in education and research. In short, the CRMAdvocate program seeks to create a more receptive and larger market for CRM solutions by focusing on success via case studies, success stories and best-in-breed CRM strategies. Currently, CRMAdvocate has more than 1100 success stories that can be search by vertical industry, application, geography, size of installation and keyword.

#### **About RealMarket**

RealMarket is the definitive and most complete source of information concerning technologies, strategies, and trends for Customer Relationship Management (CRM) and Contact Centers. Providing real-time and on-demand industry news, webcasts, case studies, white papers, research, and product information, RealMarket allows end-users, editors, research analysts, system integrators, consultants and others to stay current on industry trends. RealMarket is headquartered in Indianapolis, Indiana. ( <http://www.realmarket.com> )